

CLAIM AMENDMENTS

Claims 1-43 (Canceled)

44. (Currently Amended) A method comprising:
receiving content and ~~one or more~~ two advertisements on a content receiver;
storing the content and ~~advertisement~~ advertisements in ~~an encrypted~~ a cache; and
selecting ~~an advertisement to interrupt the use of content, said selecting one of the advertisements~~ based on a content characteristic specified by an advertisement provider; and
finding a place to insert the selected advertisement in the cached content before the cached content continues to be output for display.

45. (Previously Presented) The method of claim 44 wherein selecting an advertisement includes selecting based on a content suitability characteristic specified by the advertisement provider.

46. (Currently Amended) The method of claim 45 including comparing the content suitability characteristic specified by an advertisement provider to a rating assigned to ~~the~~ a given content ~~currently in use~~, said rating to quantify the suitability of at least one content aspect.

47. (Previously Presented) The method of claim 44 wherein selecting an advertisement includes selecting an advertisement based on a content type specified by the advertisement provider.

48. (Previously Presented) The method of claim 47 including accessing an indicia that identifies the content type.

49. (Previously Presented) The method of claim 48 including searching keywords that identify the content type.

50. (Previously Presented) The method of claim 44 including storing a variety of content types and allowing any one of the content types to be selected for play at any time.

51. (Currently Amended) The method of claim 44 including receiving interruption ~~instruction~~ instructions at a program guide and forwarding the interruption instructions to a shell, said shell monitoring for criteria that determines when content is able to be interrupted.

52. (Previously Presented) The method of claim 51 wherein receiving interruption instructions includes receiving interruption instructions over a back channel.

53. (Previously Presented) The method of claim 44 including receiving storing instructions that, if executed enable distributing a particular content item to a variety of locations on said encrypted cache.

54. (Currently Amended) An article comprising a machine-readable storage medium containing instructions that, if executed enable a system to:

receive content and ~~one or more~~ than one advertisement advertisement on a content receiver;

store the content and ~~advertisement~~ advertisements in an ~~encrypted~~ a cache;
and

select an advertisement to ~~interrupt the use of content~~, said selection based on a content characteristic specified by an advertisement provider; and

find a place to insert the selected advertisement in the cached content
before the cached content continues to be output for display.

55. (Previously Presented) The article of claim 54 further comprising instructions, that if executed enable the system to select based on a content suitability characteristic specified by the advertisement provider.

56. (Currently Amended) The article of claim 55 further comprising instructions, that if executed enable the system to compare the content suitability characteristic specified by an advertisement provider to a rating assigned to the a given content ~~currently in use~~, said rating to quantify the suitability of at least one content aspect.

57. (Previously Presented) The article of claim 54 further comprising instructions, that if executed enable the system to select an advertisement based on a content type specified by the advertisement provider.

58. (Previously Presented) The article of claim 54 further comprising instructions, that if executed enable the system to access an indicia that identifies the content type.

59. (Previously Presented) The article of claim 58 further comprising instructions, that if executed enable the system to search for keywords that identify the content type.

60. (Previously Presented) The article of claim 54 further comprising instructions, that if executed enable the system to store a variety of content types and allow any one of the content types to be selected for play at any time.

61. (Previously Presented) The article of claim 54 further comprising instructions, that if executed enable the system to monitor for criteria that determines when content is able to be interrupted.

62. (Previously Presented) The article of claim 61 further comprising instructions, that if executed enable the system to receive interruption instructions over a back channel.

63. (Previously Presented) The article of claim 54 further comprising instructions, that if executed enable the system to distribute a particular content item to a variety of locations on said encrypted cache.

64. (Currently Amended) A system comprising:
a receiver to receive ~~the transmission of content and one or more~~ two advertisements, ~~said receiver including a shell;~~
~~an encrypted~~ a cache, coupled to said receiver, to store said content and advertisements; and
a shell, in said receiver, to select one of the advertisements and to find a place to insert the selected advertisement in the cached content before the cached content continues to be output for display, said shell coupled to said cache to allow use of content and automatically select an advertisement to interrupt the use of content, said selection based on a content characteristic specified by an advertisement provider.

65. (Previously Presented) The system of claim 64 wherein said system is a television receiver.

66. (Currently Amended) The system of claim 64 coupled to a back channel to receive instructions about when to ~~replace the content with~~ insert the selected advertisement.

67. (Currently Amended) The system of claim 64 including a device that parses content from instructions for ~~replacing content with~~ inserting a selected advertisement.

68. (Previously Presented) The system of claim 67 wherein said device also parses instructions for how to store the content and advertisements.

69. (Currently Amended) The system of claim 64 including a content guide software that receives interruption instructions for interrupting content and replacing content with ~~[[an]]~~ a selected advertisement.

70. (Previously Presented) The system of claim 64 wherein said shell selects an advertisement based on a content suitability characteristic that is specified by an advertisement provider.

71. (Previously Presented) The system of claim 70 wherein said shell selects an advertisement based on a content type that is specified by the advertisement provider.